

CLEAN COPY OF CLAIMS

CLAIMS

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2 Claim:

3 *1. A method of marketing to a user of an electronic device connected via a*
4 *wireless connection to a computer wide area network, comprising the following steps:*
5 *a. selecting an electronic device connected to said computer wide area network;*
6 *b. selecting a server connected to said computer wide area network;*
7 *c. determining the network identity and physical location of said electronic device*
8 *when connected to said computer wide area network;*
9 *d. determining said network identity and said network connection activities of said*
10 *electronic device when connected to said computer wide area network;*
11 *e. creating a user file containing said network identity of said electronic device,*
12 *physical location information of said electronic device, and said network connection*
13 *activities of said electronic device when connected to said computer wide area network;*
14 *f. selecting advertising material to be sent to said electronic device; and*
15 *g. transmitting said advertising material to said electronic device over said computer wide*
16 *area network using said user file.*

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18 *3. A method of marketing, as recited in Claim 1, wherein the step (b) of determining*
19 *the physical location of said electronic device is accomplished using a global positioning*
20 *satellite system which provides global coordinate information of said electronic device when*
21 *connected to said wide area network.*

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23 4. A method of marketing, as recited in Claim 1, wherein said step (c) is carried out by

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and
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1 a wireless modem connected to said electronic device and used to communicate with said
2 wireless telephone network, said wireless telephone network capable of determining the
3 physical location of said wireless modem when connected to said wireless telephone network
4 and moving throughout the region serviced by said wireless telephone network.

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6 A method of marketing, as recited in Claim 1, wherein the step (c) of determining
7 the network connection activities of said electronic device is carried out by determining the
8 existence of "cookies" on said electronic device.

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10 13. A method of advertising as recited in Claim 1 wherein step (c) is carried out using
11 information transmitted by said electronic device when connected to said computer wide area
12 network.

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14 A method of marketing, as recited in Claim 1, wherein said step (c) is carried out by
15 a cellular telephone system capable of determining the physical location of a cellular
16 telephone used to connect to said wide area network.

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18 16. A method of marketing, as recited in Claim 15, wherein said step (a) of identifying
19 said electronic device is accomplished by determining the numerical network address
20 assigned to said electronic device.

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22 17. A method of marketing, as recited in Claim 1, wherein said step (c) of determining
23 the network identity and said network connection activities from said electronic device is

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continued

accomplished using client software loaded into said electronic device to transmit said
2 information to said server.

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19. A method of marketing, as recited in Claim 1, wherein in step (d) said server collects
5 personal data of said user of said electronic device and adds it to said user file.

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